



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIRST SEMESTER – APRIL 2017

BU 1501- BUSINESS ENVIRONMENT

Date: 06-05-2017
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

SECTION-A

Answer all questions:

(10 x 2 = 20 Marks)

1. What is meant by microenvironment of business?
2. Enumerate any three fundamental rights.
3. What do you understand by cultural heritage?
4. Define Social Audit.
5. Who acts as a banker to the government? State any two functions of it.
6. State any two differences between GDP and GNP.
7. Write a note on consumerism in India.
8. What is the Directive Principles of State Policy?
9. Identify any two functions of WTO.
10. What is a fiscal policy? Give an example.

SECTION-B

Answer any five questions:

(5 x 8 = 40 Marks)

11. Discuss the scope of business in the 21st century.
12. Explain the major liberalization policy in respect of Tariff Barriers.
13. Discuss the four modes of international delivery of services by GATT?
14. What are the merits of globalization?
15. Enumerate the principle characteristics of capitalism.
16. Explain the salient features of economic planning.
17. What do you consider as unethical practice in business?
18. Discuss the importance of protecting the nature with special reference to 'Go Green' drive in our country.

SECTION-C

Answer any two questions:

(2 x 20 = 40 Marks)

19. 'The Government plays an important role in most national economies of the world'. Explain.
20. Explain the internal and external factors that affect the business environment.
21. Discuss the accepted responsibilities of business to different sections of society.
